

Message Text

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ACTION NEA-10

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AMEMBASSY JIDDA

AMEMBASSY ATHENS

UNCLAS RIYADH 143

ATHENS FOR RTDO

E.O. 11652: N/A

TAGS: BBSR, SA

SUBJECT: WTDR/FTI: VOLUNTARY - SAUDI ARABIAN FOOD ESTABLISHMENT

(SAFE), P.O. BOX 2986, RIYADH

1. SAUDI ARABIA

2. 517 3. NA R. 01

5. SAUDI ARABIAN FOOD ESTABLISHMENT (S.A.F.E.)

6. P.O. BOX 2986

7. RIYADH

8. MR. HENRI NOEL MONNERON

MR. IBRAHIM S. AL-OBEID

9. GENERAL MANAGER AND DEPUTY GENERAL MANAGER RESPECTIVELY

NIL

10. PHONE: 69393, 69172 11. C/O 20079 COFRAS SJ

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12. --

13. 1976 14. 700 15. LARGE

16. Y-EXCELLENT 17. 2/1978

18. NA 19. NA 20. X/NA 21. NA 22. NA

23A. 20110/35 IMP. AND WHOLESALE SALES OF COOKED MEAT (LAMB)

23B. 20170/35 IMP. AND WHOLESALE SALES OF BAKED CHICKENS

23C. 01190/35 IMP. AND WHOLESALE SALES OF PEANUTS

23D. 20250/35 IMP. AND WHOLESALE SALES OF BISCUITS, COOKIES, ETC.

23E. 20340/34 IMP. AND WHOLESALE SALES OF RAISENS

23F. 20220/35 IMP. AND WHOLESALE SALES OF CHEESE

23G. 20510/35 IMP. AND WHOLESALE SALES OF BREAD

23H. 20230/35 IMP. AND WHOLESALE SALES OF MILK (STERILIZED)

24. FOREIGN SALES: LOCAL ONLY

25. FINANCIAL REFS: NATIONAL COMMERCIAL BANK, P.O. BOX 34, RIYADH

26. TRADE REFS: NA

27. FOREIGN FIRMS REPRESENTED:

1. COMPAGNIE INTERNATIONALE

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WAGON-LITS ET-DU TOURISOME

69, BLVD., HAUSSMANN

BOITE POSTALE 729-08,

75361 PARIS

2. NESTLE S.A.E.

1800 VEVEY,

AVENUE NESTLE,

SWITZERLAND

28. POST EVALUATION: THE SAGE IS JOINT STOCK COMPANY FOUNDED AND ESTABLISHED IN 1976 IN COOPERATION WITH NESTLE S.A.E., 1800 VEVEY, AVENUE NESTLE, SWITZERLAND AND COMPAGNIE INTERNATIONALE WAGON-LITS ET-DU TOURISOME, 60, BLVD, HOUSSMANN, BOITE POSTALE 729-08, 75361 PARIS, WITH A PAID CAPITAL OF SR 20 MILLION (GOVERNMENT 60 PERCENT AND 20 PERCENT EACH BY THE TWO COMPANIES). THE COMPANY'S BOARD OF DIRECTORS CONSISTS OF H.E. MR. YOSUF HAMDAN, THE DEPUTY MINISTER OF COMMERCE AS CHAIRMAN, AND MR. G. BOYAUX (REPRESENTED BY WAGON-LITS OF PARIS) AND MR. NAEGELI (REPRESENTED BY NESTLE OF SWITZERLAND), WHEREAS MR. HENRI NOEL MONNERON AND MR. IBRAHIM S. AL-OBEID ARE ACTING AS GENERAL MANAGER AND DEPUTY GENERAL MANAGER OF THE COMPANY.

MANAGEMENT CONTRACT WAS GIVEN TO WAGON-LITS OF PARIS TO RUN AND MAINTAIN THE COMPANY FOR AT LEAST FIVE YEARS WITH CLEAR UNDERSTANDING THAT WAGON-LITS WILL RUN THE COMPANY EFFICIENTLY AND TRAIN SAUDI PERSONNEL.

NESTLE OF SWITZERLAND HAS BEEN GIVEN THE RESPONSIBILITY TO PROCURE AND SUPPLY THE FOOD ITEMS FROM EUROPE AND OTHER COUNTRIES.

THE MAIN FUNCTION OF SAFE IS TO CARRY OUT THE SCHOOL FEEDING PROGRAM BY SUPPLYING, STORING AND DISTRIBUTING MEALS TO COVER THE ELEMENTARY AND INTERMEDIATE SCHOOLS IN THE KINGDOM. THE FIRM ALSO CONDUCTS RESEARCH FROM TIME TO TIME TO SEE THAT THE MEALS ARE ACCEPTABLE TO THE STUDENTS WITH CONSIDERATION GIVEN TO THE NOURISHMENT NEEDS AND TASTE AND FOOD CUSTOMS OF THE STUDENTS IN THE KINGDOM.

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COMPANY'S BRANCH OFFICES ARE LOCATED, AT THE MOMENT, IN JIDDA, TAIF AND MECCA. COMPANY EXPECTS TO ESTABLISH BRANCH OFFICES IN GASSIM, BURAIDA, HAIL, MEDINA AND AL-HASSA REGION IN THE KINGDOM. COMPANY IS PROVIDING MEALS TO 1,200 SCHOOLS; 284,957 STUDENTS ARE NOW BEING SERVED.

SAFE ENJOYS GOOD REPUTATION. BANKERS ARE NATIONAL COMMERCIAL BANK, RIYADH, WHO REPORTED THAT THEIR EXPERIENCE WITH SAFE INCLUDING SAFE'S USE OF CREDIT FACILITIES HAS BEEN SATISFACTORY.

SUBJECT IS A GOOD CONTACT FOR U.S. BUSINESS.

29. PREP: M. FAROOQI APPR: G. SMITH
GNEHM

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NNN

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